

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-458 (canceled)

459. (new): A system for processing the sale and purchase of items, comprising:

- a. a storage device;
- b. a processor;
- c. said storage device being operative to store programs for controlling said processor, and said processor being operative with said program:
 - i. to receive sell offers from a seller and bargain offers from a buyer, including conditions for purchase and a payment identifier, thereby defining said bargain offer;
 - ii. to carry out a bargaining process with said buyer to arrive at a price for at least one of said items that is agreed on by said buyer and said seller; and
 - iii. to arrange for the purchase of said at least one item by said buyer from said seller at said price.

460. (new): The system as recited by claim 1, further configured to verify the legitimacy / authenticity /condition of said product and the pricing of products listed by the seller, said verification comprising the steps of:

- a. obtaining issuance of an Authenticity certificate from an authorized appraiser;

- b. obtaining a Price evaluation from said authorized appraiser;
- c. checking product certification at the time of pick-up or delivery; and
- d. checking condition of said product at the time of pickup and/or delivery.

461. (new): The system as recited by claim 2, wherein said processor is further operative with said processing program to validate a received bargain offer signal from said buyer and/or seller and thereby determine whether said received offer signal meets predetermined validation criteria.

462. (new): The system as recited by claim 3, wherein said processor is further configured to start the bargain process by generating bargain prices for said buyer and said seller continuously, until a point is reached where (a) an acceptable price is arrived at, or (b) said buyer or said seller stop bargaining; or (c) said product becomes unavailable; or (d) said bargain price generated by said system reaches its limit; or (e) said buyer or said seller runs out of bonus chances or does not request additional chances; or (f) said predetermined time period allotted for bargaining has expired.

463. (new): The system as recited by claim 4, wherein the processor is further operative with the program to transmit a notification to the buyer, which notification indicates that buyer's bargain offer is less than certain minimum predetermined offer criteria and asks said buyer to send another bargain offer, or quit the bargaining process, or to follow a bargaining recommendation provided by a "Bargain Guru".

464. (new): The system as recited by claim 4, further configured to permit buyer to request free chances, buy more chances at a predetermined chance purchase price, or redeem purchase points to buy more chances to bargain after the system program has stopped bargaining for a particular product or service.
465. (new): The system as recited by claim 6, further configured to permit buyer to use one or more bargain chances provided by the system to continue bargaining until all chances issued to buyer have been used, said buyer having an election to (a) request free chances; or (b) to purchase additional chances for a predetermined chance purchase price, or (c) to redeem purchase points applicable toward purchase of additional chances, or (d) to accept the system bargain price, or (e) to follow a purchase recommendation provided by a “Bargain Guru”.
466. (new): The system as recited by claim 6, further configured to indicate to the buyer that a bargain price generated by buyer’s bargain, upon being accepted by said system, will remain active, subject to acceptance by said buyer, during a predetermined time period, provided that the product or service appointed for purchase remains available.
467. (new): The system as recited by claim 6, further configured to notify the buyer and/or seller concerning the status of shipment in transit, said notification being provided (a) at the time of sale; and (b) periodically in response to a buyer or seller request after purchase of said product.

468. (new): The system as recited by claim 1, further configured to (a) permit buyers to purchase wild card discounts or special promotions from the system, and/ or (b) award such wild card discounts or special promotions on special bargain deals, and/or (c) award such wild card discounts or special promotions randomly or to privileged customers, said buyers being notified of such wild card discount or special promotion awards by surprise pop-up messages or by instant messaging, or by means of a “Bargain Guru”.

469. (new): The system as recited by claim 10, further configured so that the buyer can use the wild card discounts or special promotions to enhance bargaining opportunities, by buying bargain chances or obtaining a certain percentage reduction of a final bargain offer, said enhanced bargain opportunities being specified in a wild card discount or special promotion pop-up message, or by instant messaging, or by means of a “Bargain Guru”.

470. (new): The system as recited by claim 11, further configured to provide a graphic display, such as a “Bargometer” or a “Bargainmeter”, adapted to graphically depict a probability for system acceptance of buyer’s offer for purchase of the product.

471. (new): The system as recited by claim 12, further configured to award purchase incentives selected from the group consisting of: (a) bonus chances made available

upon the purchase of products and/or services, or in response to buyer request for free bonus chances, or to encourage timely payment by regular customers and (b) purchase points provided upon purchase products.

472. (new): The system as recited by claim 13, further configured to track buyer's accumulation of a predetermined number of purchase points, and notify buyer that said accumulated purchase points are applicable to provide additional discounts, offers or enhanced bargaining opportunities, in accordance with said registration agreement.

473. (new): The system as recited by claim 14, configured to provide at least one pop-up surprise message during bargaining, said surprise message according an additional discount on the product, or a special/promotional offer, such as "buy one, get one free", with respect to said product.